ORDER

Order / Rev: 37159

Alt Order #: 08858745

Product Desc: BERKLEY/SENATE/D

Estimate:

Flight Dates: 09/04/12 - 09/10/12

Original Date / Rev: 08/31/12 / 08/31/12

Order Type: GENERAL

KLAS

Cash

15%

Broadcast

EOM/EOC

00:15:00

Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name: Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Advertiser Name: Berkley, Shelley - D-USS

Demographic: A35+

Product Codes: PO1

Priority: LV3

Revenue Codes: AGY, POL, CAND

Agency Commission:

Primary AE:

Billing Type:

Billing Cycle:

Billing Calendar:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	69	\$34,440.00	\$29,274.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	69	\$34,440.00	\$29,274.00	0.00	
Totals	69	\$34,440.00	\$29,274.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$34,440.00		
Market	100%	\$114,800.00		

Competitive Share	hare Share			
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$28,700.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$5,740.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/04/12	09/06/12	8 News Now 5a M	1-F CM	5-6a	-TWT	:30	3	\$900.00LV3	0.00 NM	3	\$2,700.00
				8 News Now 5a N	Λ-F						- 1		
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	leek: 09.	/03/12	09/09/12	-TWT	3	\$900.00	0.00						
E 2	8	09/07/12	09/07/12	8 News Now 5a M	1-F CM	5-6a	F	:30	2	\$145.00LV3	0.00 NM	2	\$290.00
				8 News Now 5a N	Л-F						I		

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KLAS

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Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/04/12 - 09/10/12

Estimate:

Start/End Time Days Ln Ch End Inventory Code Break Len Spots Rate Pri Rtg Type Spots Start Amount **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/03/12 09/09/12 ----F--\$145.00 0.00 0.00 NM \$145.00LV3 2 \$290.00 8 09/10/12 09/10/12 8 News Now 5a M-F 5-6a M----:30 E 3 CM 8 News Now 5a M-F NFWS Spots/Week Start Date **End Date** Weekdays Rate Rating \$145.00 0.00 Week: 09/10/12 09/16/12 2 6-7a :30 1 \$1,100.00LV3 0.00 NM \$1,100.00 8 09/04/12 09/06/12 8 News Now 6a M-F CM -TWT---8 News Now 6a M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 -TWT---1 \$1,100.00 6-7a ----F--:30 2 \$15.00LV3 0.00 NM 2 \$30.00 E 5 8 09/07/12 09/07/12 8 News Now 6a M-F CM 8 News Now 6a M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 ----F--09/09/12 \$15.00 0.00 \$15.00LV3 0.00 NM 2 \$30.00 09/10/12 09/10/12 8 News Now 6a M-F CM 6-7a :30 8 News Now 6a M-F **NEWS** Spots/Week Rating Weekdays Rate Start Date **End Date** Week: 09/10/12 09/16/12 M-----\$15.00 0.00 \$900.00LV3 0.00 NM 09/04/12 09/06/12 CBS This Morning 7-9a CM 7-9a -TWT---:30 1 \$900.00 **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 -TWT---\$900.00 0.00 Week: 09/03/12 0.00 NM ----F--:30 \$125.00LV3 \$125.00 E 8 09/07/12 09/07/12 CBS This Morning 7-9a CM 7-9a **CBS This Morning EARLY SHOW** Weekdays Spots/Week Rating Start Date **End Date** Rate 09/09/12 \$125.00 0.00 Week: 09/03/12 0.00 NM 09/10/12 09/10/12 CBS This Morning 7-9a CM M-----:30 \$125.00LV3 1 \$125.00 E 9 8 **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating \$125.00 0.00 Week: 09/10/12 09/16/12 Live w/Kelly :30 \$650.00LV3 0.00 NM E 10 8 09/04/12 09/06/12 CM 9-10a -TWT---\$650.00 Live With Regis & Kelly REGIS Spots/Week Start Date **End Date** Weekdays Rate Rating 0.00 -TWT---\$650.00 Week: 09/03/12 09/09/12 :30 \$200.00LV3 0.00 NM \$200.00 8 09/10/12 09/10/12 Live w/Kelly CM 9-10a Live With Regis & Kelly REGIS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$200.00 0.00 1 \$1,200.00LV3 0.00 NM E 12 8 09/04/12 09/06/12 Price Is Right CM 10-11a -TWT---:30 \$1,200.00 Price Is Right PRICE Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/03/12 09/09/12 -TWT---1 \$1,200.00 0.00 :30 \$325.00LV3 0.00 NM E 13 8 09/10/12 09/10/12 Price Is Right CM 10-11a M-----\$325.00 Price Is Right PRICE Start Date **End Date** Weekdays Spots/Week Rate Rating M----Week: 09/10/12 09/16/12 \$325.00 0.00 09/04/12 09/06/12 CM 11a-12p -TWT---:30 1 \$1.800.00LV3 0.00 NM \$1,800.00 Young & Restless Y&R

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Order / Rev: 37159

Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/04/12 - 09/10/12

Estimate:

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 09/04/12 09/06/12 CM 11a-12p -TWT---:30 1 \$1,800.00LV3 0.00 NM \$1,800,00 Y&R E 14 8 Young & Restless Y&R Rating Spots/Week Start Date End Date Weekdays Rate -TWT---0.00 Week: 09/03/12 09/09/12 1 \$1,800.00 09/10/12 09/10/12 CM 11a-12p M----:30 \$425.00LV3 0.00 NM \$425.00 E 15 8 Young & Restless Y&R Start Date **End Date** Weekdays Spots/Week Rate Rating M-----Week: 09/10/12 09/16/12 \$425.00 0.00 \$650.00LV3 0.00 NM 3 \$1,950.00 -TWT---:30 3 8 09/04/12 09/06/12 8 News Now Noon M-F CM 12-1230p E 16 8 News Now Noon M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate 09/09/12 -TWT---\$650.00 0.00 Week: 09/03/12 8 News Now Noon M-F CM M----:30 \$200.00LV3 0.00 NM \$200.00 E 17 09/10/12 09/10/12 12-1230p 8 News Now Noon M-F **NEWS** Weekdays Start Date Spots/Week Rating **End Date** Rate M-----0.00 Week: 09/10/12 09/16/12 \$200.00 \$750.00LV3 0.00 NM \$2,250.00 :30 3 09/04/12 09/06/12 1230-2p Soaps/ LMAD CM 1230-2p -TWT---Soaps / Let's Make A Deal SOAPS Weekdays Spots/Week Rate Rating Start Date **End Date** Week: 09/03/12 09/09/12 -TWT---\$750.00 0.00 1230-2p Soaps/ LMAD CM 1230-2p :30 \$300.00LV3 0.00 NM 1 \$300.00 E 19 09/10/12 09/10/12 8 Soaps / Let's Make A Deal SOAPS Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate M----\$300.00 0.00 09/16/12 Week: 09/10/12 :30 \$800.00LV3 0.00 NM \$2,400.00 E 20 8 09/04/12 09/06/12 Ellen CM 3-4p -TWT---3 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 -TWT---\$800.00 0.00 Week: 09/03/12 3-4p ----F--:30 \$275.00LV3 0.00 NM 1 \$275.00 09/07/12 09/07/12 CM 8 Ellen E 21 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 \$275.00 0.00 09/09/12 \$275.00LV3 0.00 NM \$275.00 E 22 8 09/10/12 09/10/12 Ellen CM 3-4p M-----:30 1 Ellen **ELLEN** Start Date Spots/Week Rating **End Date** Weekdays Rate M----\$275.00 0.00 Week: 09/10/12 09/16/12 :30 \$900.00LV3 0.00 NM 1 \$900.00 8 09/04/12 09/06/12 630-7p Inside Edition CM 630-7p -TWT---E 23 Inside Edition INSIDE ED Start Date **End Date** Weekdays Spots/Week Rate Rating -TWT---0.00 \$900.00 Week: 09/03/12 09/09/12 \$250.00LV3 0.00 NM ----F--:30 \$250.00 09/07/12 09/07/12 630-7p Inside Edition CM 630-7p Inside Edition INSIDE ED Spots/Week Rating Start Date **End Date** Weekdays Rate 0.00 Week: 09/03/12 09/09/12 ----F--\$250.00 M----E 25 8 09/10/12 09/10/12 630-7p Inside Edition CM 630-7p :30 \$250.00LV3 0.00 NM \$250.00 Inside Edition INSIDE ED Start Date Weekdays Spots/Week Rate Rating **End Date** M-----\$250.00 0.00 Week: 09/10/12 09/16/12 \$2,700.00 -TWT---:30 \$900.00LV3 0.00 NM 3 CM 4-5p E 26 09/04/12 09/06/12

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/04/12 - 09/10/12

Estimate:

Rate Pri Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rtg Type Spots Amount 8 News Now 4p M-F 8 News Now 4p M-F **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 -TWT---3 \$900.00 0.00 09/07/12 09/07/12 8 News Now 4p M-F CM 4-5p ---F--:30 \$225.00LV3 0.00 NM \$225.00 E 27 8 News Now 4p M-F **NEWS** Start Date Weekdays Spots/Week Rating **End Date** Rate ----F--0.00 Week: 09/03/12 09/09/12 \$225.00 \$225.00LV3 0.00 NM \$225.00 4-5p M----:30 8 09/10/12 09/10/12 8 News Now 4p M-F CM 8 News Now 4p M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 0.00 Week: 09/10/12 09/16/12 \$225.00 1 \$1,250.00LV3 0.00 NM 09/04/12 09/06/12 8 News Now 5-630p M-FCM 5-630p -TWT---:30 \$1,250.00 E 29 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 09/03/12 09/09/12 -TWT---1 \$1,250.00 0.00 NM 2 \$550.00 8 News Now 5-630p M-FCM 5-630p ----F--:30 \$275.00LV3 E 30 8 09/07/12 09/07/12 8 News Now 5-630p M-F **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays 09/09/12 ---F--\$275.00 0.00 Week: 09/03/12 M----8 News Now 5-630p M-FCM 5-630p :30 \$275.00LV3 0.00 NM 2 \$550.00 E 31 09/10/12 09/10/12 8 News Now 5-630p M-F **NEWS** Spots/Week Rating Weekdays Rate Start Date End Date Week: 09/10/12 09/16/12 2 \$275.00 0.00 :30 \$175.00LV3 0.00 NM 2 \$350.00 09/09/12 09/09/12 8 News Now Sun 5-7p CM ----S E 32 8 8 News Now Sun 5-7p **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate 09/09/12 ----5 \$175.00 0.00 Week: 09/03/12 CM 7-8p -TWT---:30 1 \$1,000.00LV3 0.00 NM \$1,000.00 09/04/12 09/06/12 E 33 7-8p Rotator 7-8p Rotator ET/INSIDER Weekdays Spots/Week Rating **End Date** Rate Start Date 09/09/12 -TWT---\$1,000.00 0.00 Week: 09/03/12 ---F--:30 \$275.00LV3 0.00 NM 2 \$550.00 09/07/12 09/07/12 7-8p Rotator CM 7-8p E 34 8 7-8p Rotator ET/INSIDER Spots/Week Rate Rating Start Date **End Date** Weekdays ----F--\$275.00 0.00 Week: 09/03/12 09/09/12 7-8p :30 \$275.00LV3 0.00 NM 2 \$550.00 09/10/12 09/10/12 7-8p Rotator CM E 35 8 7-8p Rotator ET/INSIDER Spots/Week Rating Rate **End Date** Weekdays Start Date 09/16/12 \$275.00 0.00 Week: 09/10/12 \$135.00LV3 0.00 NM \$135.00 730-8p ----S-:30 09/08/12 09/08/12 Sat 7-8p - ET Wknd CM Insider Weekend **ET WEEKEND** Spots/Week Rating Start Date **End Date** Weekdays Rate 0.00 ---S-\$135.00 Week: 09/03/12 09/09/12 1 \$1,700.00LV3 0.00 NM \$1,700.00 :30 E 37 8 09/04/12 09/06/12 8 News Now 11p M-F CM 11-1135p -TWT---8 News Now 11p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWT---\$1,700.00 0.00 Week: 09/03/12 09/09/12 :30 \$475.00LV3 0.00 NM \$475.00 CM 11-1135p ----F--E 38 09/07/12 09/07/12

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Order / Rev: 37159

Start Date

Start Date

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08858745

Product Desc:

Flight Dates:

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NEWS

8

NEWS

Week: 09/03/12

Week: 09/10/12

09/04/12 - 09/10/12

Estimate:

BERKLEY/SENATE/D KLAS

Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
		8 News Now 11p	M-F								
		8 News Now 11p	M-F								
										i	
art Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
/03/12	09/09/12	F	1	\$475.00	0.00						
09/10/1	2 09/10/12	8 News Now 11p	M-F CM	11-1135p	M	:30) 1	\$475.00LV3	0.00 NM	1	\$475.00
		8 News Now 11p		90 80 90 XXXXXX							
art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
/10/12	09/16/12	M	1	\$475.00	0.00						
09/04/1	2 09/06/12	Craig Ferguson	CM	1237a-137a	-TWT	:30) 3	\$655.00LV3	0.00 NM	3	\$1,965.00
		Craig Ferguson		(12:37 XM-1:	37 XM)						
JSON		orang rongacon		(
art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
/03/12	09/09/12	-TWT	3	\$655.00	0.00						
	2 09/07/12	Craig Ferguson	CM	1237a-137a	F	:30) 1	\$80.00LV3	0.00 NM	1	\$80.00
03/07/1	2 03/01/12	Craig Ferguson	OW	(12:37 XM-1:	**************************************	.00		000.00210	0.00 1		***************************************
JSON		Craig reiguson		(12.07 XIVI-1.	01 7(W)						
art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		_								1	

V V C	EK. 03/10/12	03/10/12			Q-11-0.00	0.00			111			
E 40	8 09/04	/12 09/06/12	Craig Ferguson	CM	1237a-137a	-TWT	:30	3	\$655.00LV3	0.00 NM	3	\$1,965.00
			Craig Ferguson		(12:37 XM-1:	37 XM)						
F	ERGUSON									- 1		
	Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 09/03/12	09/09/12	-TWT	3	\$655.00	0.00					100	
E 41	8 09/07	/12 09/07/12		CM	1237a-137a	F	:30	1	\$80.00LV3	0.00 NM	1	\$80.00
_			Craig Ferguson		(12:37 XM-1:	37 XM)				- 1		
F	ERGUSON		11/1-1	0 1 001 - 1	D-4-	Deties						
10/-	Start Date ek: 09/03/12	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$80.00	Rating 0.00						
				CM	1237a-137a	M	:30	1	\$80.00LV3	0.00 NM	1	\$80.00
E 42	8 09/10)/12 09/10/12	Craig Ferguson Craig Ferguson	CIVI	(12:37 XM-1:		.30	1	\$60.00LV3	0.00 14141		\$60.00
-	ERGUSON		Craig Ferguson		(12.37 AIVI-1.	37 AIVI)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 09/10/12	09/16/12	M	1	\$80.00	0.00						
E 43		/12 09/06/12	Letterman	СМ	1135p-1237a	-TWT	:30	3	\$650.00LV3	0.00 NM	3	\$1,950.00
L 40	0 00.0		Letterman		ор				*			
L	ETTERMAN											
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 09/03/12	09/09/12	-TWT	3	\$650.00	0.00						
E 44	8 09/07	7/12 09/07/12	Letterman	CM	1135p-1237a	F	:30	1	\$175.00LV3	0.00 NM	1	\$175.00
			Letterman									
L	ETTERMAN											
	Start Date		Weekdays	Spots/Week	Rate	Rating						
	ek: 09/03/12	09/09/12	F	1	\$175.00	0.00		1421				
E 45	8 09/10)/12 09/10/12		CM	1135p-1237a	M	:30	1	\$175.00LV3	0.00 NM	1	\$175.00
	ETTERMAN		Letterman									
L	_ETTERMAN	F-4 D-4-	Medida	Casta (Mask	Dete	Datina						
10/0	Start Date eek: 09/10/12	End Date 09/16/12	Weekdays M	Spots/Week	Rate \$175.00	Rating 0.00						
				The HAM	1135p-1235a		:30	1	\$40.00LV3	0.00 NM	1	\$40.00
E 46	8 09/08	3/12 09/08/12	Sat 1135p-1235a The Unit	The Owlvi	1135p-12358	5-	.30	ř	\$40.00LV3	U.UU INIVI		\$40.00
- 1	THE UNIT		THE OTH									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 09/03/12	09/09/12	S-	1	\$40.00	0.00						